

Thousands to Celebrate at Great Festival

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 mental lighting system. Mayors from a score of cities will be present. Visitors by the thousands from Loma, Keystones, Harbor City, Redondo Beach, Hawthorne, Inglewood, Moneta, Gardena and other cities are expected. Wallace Post, chairman of the Chamber of Commerce Public Affairs Committee; Harry H. Dolley, president of the Chamber of Commerce; Carl L. Hyde, secretary and Mayor John Dennis who have made

arrangements for the celebration that no detail will be lacking to make the event the most outstanding civic celebration in the history of Torrance. Already streets throughout the city are gaily decorated and business houses are wearing bright festoons of flags. The Pacific Electric company announces that all wooden poles on Cabrillo avenue will be removed and the paving work all completed in time for the celebration. All day Tuesday merchants of Torrance will be offering special "get acquainted" bargains to shoppers of Torrance and nearby cities and communities. From 6 to 7:45 p. m. the stores will remain open for inspection by visitors. The program will start at 7:30 when units and automobiles form for the torchlight parade. The

Golden State band will head the parade which will form behind the band trucks at Cravens and El Prado. A number of civic organizations and commercial companies are preparing floats for the parade. Lt. Col. N. F. Jamieson, commander of the Bert S. Crossland Post, American Legion will be grand marshal of the parade. The parade will proceed make a circuit of the city on El Prado, Cabrillo, Carson, Cedar and Redondo boulevards. As it nears the corner of Cravens and El Prado police will direct cars to parking places. Immediately after the parade the dedication ceremonies will take place on El Prado between Cravens and Sartori avenues which block will be roped off and brightly lighted. C. A. Pazman, oldest resident of

Torrance, and past president of the Chamber of Commerce will introduce the president of the Chamber of Commerce, Mr. Harry H. Dolley, who will direct the procession. The program will take place on an especially built platform. At a signal from Mr. Dolley, who will preside, the Golden State band will strike up an air. Rev. G. G. Schmidt, dean of Torrance pastors will deliver an invocation. Visiting officials and dignitaries will be introduced. There will be a loud speaker device on the platform so that everyone in the crowd will be able to hear. James W. Post, chairman of the Public Affairs Committee of the Chamber of Commerce, will then dedicate the lighting system to the people of the city. Mayor John Dennis will respond. Loud speakers will be installed so that everyone will be able to hear the program clearly. At the conclusion of Mayor Dennis' address, Mr. Dolley will introduce Mrs. Jared Sidney Torrance, widow of the man who founded the city. Mrs. Torrance will then turn a gold switch which will be installed on the platform and the new system will be in operation. Sirens and factory whistles will burst into a flood of noise and the band will strike up a tune. Following this program the band will play for street dancing and refreshments will be served. Ten thousand Optimistic Doughnuts, individually wrapped will be ready for the crowd and Earl Conner, in charge of the refreshments says he will have 500 gallons of coffee ready if necessary.

Best System Had at Low Cost to People

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 eral unorganized efforts to secure lights later failed.

About two years ago George Proctor, then president of the Chamber of Commerce gave voice to an idea which he thought would insure competition and low costs in the installation of ornamental lights for Torrance. His plan was adopted by the board of directors of the Chamber who discussed it with city officials. The plan was to have the mayor appoint a committee of laymen who would secure from makers of all types of lighting posts estimates on the cost of their various products installed in Torrance.

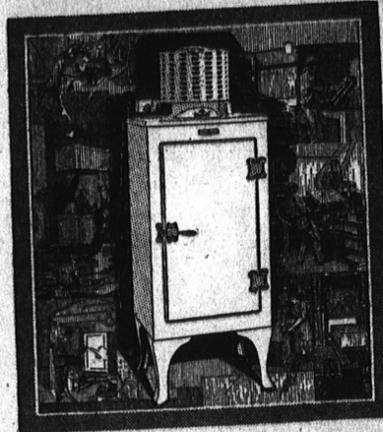
With quick and splendid co-operation the council took action. City Engineer Leonard was instructed to draw plans and specifications for the system. A committee was appointed. Lighting companies declared that such a pre-bidding plan could not be a success. Several refused to present estimates. Two or three companies, however, agreed to make guaranteed bids and the rest fell into line. Estimates accompanied by surety bonds for half the amount of the bids were received from about 19 companies. Supplied with a world of data as to various types of posts, lighting units and refractors the committee and the council studied the matter carefully. Investigation revealed that prices quoted in Torrance under the competitive pre-bidding plan were amazingly lower than prices which other cities had paid for the same types. Sharp differences of opinion as to which type of standard should be selected arose. At several council meetings proponents of various types argued out the case. City Engineer Leonard's recommendation of King posts with General Electric refractors and lighting units be installed was finally adopted by the council.

Then the council advertised for bids, the contract was awarded and work began on the system. On Tuesday night the lights will be turned on all over the city. The Torrance is proud of its new illumination is indicated by the tremendous public demand for the celebration which will be staged Tuesday night. Unbiased observers—even representatives of companies who sought to have their standards specified but failed—agree that Torrance has installed one of the best systems possible and at a cost less than other cities have paid for inferior systems. The people of Torrance are to be congratulated upon their progressiveness in demanding ornamental lights.

The Chamber of Commerce is due congratulations for conceiving the pre-bidding plan which saved the taxpayers thousands of dollars. The council is to be congratulated for carrying out the proceedings with such promptness and securing a splendid system at a minimum of cost. City Engineer Leonard is to be congratulated upon the excellency of his specifications which is established by the withstanding of the most severe tests by the system.

Lt. Harold Roberts Leading Bandmaster. During the past seven years the meteoric rise of Lt. Roberts in the music world has brought him the reputation as the leading bandmaster of the West. His famous Golden State band which will play in Torrance Tuesday night is the official band of the city of Los Angeles, furnishing the programs in city parks. Lt. Roberts is also the director of the mammoth University of Southern California Trojan Band, and also the famous No. 29, B. P. O. Elks band of Los Angeles which has twice been the winning organization under his baton during the past year.

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FLAG SHOP LAUDED

Decorations throughout the city, on light standards and business houses were placed by The Flag Shop, 5877 Avalon boulevard, Los Angeles. R. R. Holbrook, in charge, has received many congratulations on the work.

Come and Help Us Celebrate Tuesday, March 26

IF

you would achieve smartness and charm in appearance have us give you a modern style permanent. When you'll know your coffee is always correct.

- Natural Croquignole
- Permanents \$7.50
- Shampoo 50c
- Marcel \$1.00
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Ed. Tansey Barber Shop & Beauty Parlor 1623 Cabrillo Ave. Next Door to Earl's Cafe Telephone 580 Torrance



Lt. Harold Roberts Leading Bandmaster

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MONDAY, MARCH 25

Greta Garbo, Lewis Stone and Nils Asther in "WILD ORCHIDS"

TUESDAY, MARCH 26

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